

## Message Text

UNCLASSIFIED

PAGE 01 STATE 307277  
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 CIAE-00 INR-07  
NSAE-00 /042 R

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----- 072275 /62

R 202101Z DEC 76  
FM SECSTATE WASHDC  
TO AMEMBASSY MADRID  
INFO AMCONSUL BARCELONA  
AMCONSUL SEVILLE  
AMCONSUL BILBAO

UNCLAS STATE 307277

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJECT: FY 1978 COUNTRY COMMERCIAL PROGRAM FOR SPAIN

REF: (A) STATE 292385 (B) MADRID 2810 (C) MADRID A-205

1. FOLLOWING SUGGESTIONS/OBSERVATIONS REFER TO THE PRE-LIMINARY FY 78 CCP INPUTS SUBMITTED PER REF (B) IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS GUIDANCE TO ASSIST MADRID IN FORMULATING ITS DRAFT CONTRIBUTIONS TO THE FY 78 PROGRAM.

2. CAMPAIGNS SUGGESTED BY MADRID IN REF (B) AND PARTIALLY UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 307277

LISTED IN REF (C) ARE REFERRED TO (BY TITLE, IN PARENTHESIS) IN FOLLOWING DISCUSSION AND IMMEDIATELY PRECEED USDOC COMMENTARY. PLEASE NOTE THAT REF (B) HAS BEEN SUBSTITUTED FOR MADRID'S A-206, AS FORMER IS A MORE CURRENT "PRODUCT PRIORITY LISTING."

3. UNLESS OTHERWISE NOTED, USDOC CONSIDERS MADRID'S PROPOSALS CONSTITUTE EXCELLENT FOLLOW-UP TO ITS PREVIOUS CCP ACTIVITY AND WE LOOK FORWARD TO RECEIVING MADRID'S FINAL FY 78 CCP INPUT.

4. (ELECTRIC POWER EQUIPMENT) - THIS IS A SECONDARY TARGET INDUSTRY (TI) FOR FY 78. IN VIEW RECENT LACK OF U.S. SUPPLIER INTEREST IN DIRECT U.S. PROMOTIONAL ASSISTANCE (TECHNICAL SEMINAR), IT WOULD APPEAR MAJOR U.S. SUPPLIERS ARE WELL ESTABLISHED IN SPAIN AND THAT APPROPRIATE SUPPORT ACTIVITIES FOR THIS PROPOSED CAMPAIGN WOULD BE EQUALLY SUITED TO CAMPAIGN ON MAJOR PROJECTS. ALTERNATIVELY, AS IN FY 77 CCP, ENERGY MIGHT BE MADE PART OF "OTHER SPECIAL POST EFFORTS" FOR FY 78 CCP.

5. (CONSTRUCTION MINING AND MATERIALS HANDLING). UNLESS SUDDEN UPTURN IN THIS SECTOR IS EXPECTED IN NEAR TERM AND/OR THERE HAVE BEEN UNEXPECTED MARKET CHANGES, IT WOULD APPEAR THAT EARTH MOVING/EXCAVATING EQUIPMENT AND HEAVY CRANES ARE THE MAJOR IMPORT ITEMS UNDER THIS PROPOSED CAMPAIGN. IN ADDITION, IT WOULD APPEAR THAT PRIMARY U.S. SUPPLIERS ARE WELL ESTABLISHED IN SPANISH MARKET. CONSEQUENTLY, WOULD POST CONSIDER IT ACCEPTABLE TO PLACE PROPOSED CAMPAIGN IN THE "OTHER SPECIAL POST EFFORT" PORTION OF CCP? IN THIS CONTEXT, MATERIALS HANDLING COULD BE APPROACHED IN SIMILAR MANNER AS UNDER FY 76 CCP.

6. (HEALTH CARE) USDOC IS ACCORD WITH INCLUSION OF THIS TI AS CAMPAIGN AND WOULD APPRECIATE POST IDENTIFICATION OF WHAT SECTORS MERIT DIRECT PROMOTIONAL ASSISTANCE  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03     STATE 307277

IN FY 78, AS FOLLOW-UP TO FY 76 TSS.

7. (PROCESS CONTROL INSTRUMENTATION) USDOC IS ACCORD WITH INCLUSION OF THIS TI AS CAMPAIGN AND WOULD APPRECIATE POST JUDGMENT AS TO FEASIBILITY OF A DIRECT PROMOTIONAL EFFORT IN CONJUNCTION WITH DEVELOPMENTS IN CHEMICAL AND/OR AUTOMOTIVE SECTORS.

8. (COMMUNICATIONS EQUIPMENT) AS THIS TI IS DOMINATED BY A FEW LOCAL MULTINATIONAL CONCERNS AND THE CTNE IN CONCERT WITH GOS, WOULD IT NOT BE MORE SUITED TO INCLUSION IN MAJOR PROJECTS CAMPAIGN, ESPECIALLY IN VIEW OF LIMITED ABILITY OF DIRECT TRADE PROMOTION ASSISTANCE TO BE OF IMMEDIATE USE TO AMERICAN SUPPLIERS? IF MADRID AGREES, USDOC WOULD LIKE TO SUGGEST AN ALTERNATE TI AS A CAMPAIGN, SPECIFICALLY, LABORATORY AND SCIENTIFIC INSTRUMENTATION. LATTER WOULD FOCUS ACTIVITY AROUND JOINT TRADE FAIR PARTICIPATION AT INSTRUMENTALIA, OCTOBER 19-25, 1977.

9. (DRILLING EQUIPMENT) UNLESS MADRID CONSIDERS THAT OFFSHORE OIL WELL DRILLING HAS NOW REACHED STAGE OF ACTIVITY WHERE IT WOULD ALLOW FOR MOUNTING OF BROAD-BASED CAMPAIGN ON PETROLEUM AND NATURAL GAS EXPLORATION AND/OR COLLATERAL INDUSTRIES; I.E. SIGNIFICANT AMOUNTS OF U.S. EQUIPMENT TO BE REQUIRED, USDOC WOULD LIKE TO SUGGEST THIS CAMPAIGN BE INCLUDED WITH MAJOR PROJECTS AND THAT POLLUTION CONTROL BE SUBSTITUTED FOR IT AS AN INDEPENDENT CAMPAIGN. AS MADRID IS AWARE, A TM/TSS PROMOTION ON POLLUTION IS PLANNED FOR SPAIN DURING NOVEMBER 1977.

10. (ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT) USDOC IS ACCORD WITH INCLUSION OF THIS TI AS CAMPAIGN.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 307277

11. (FOOD PROCESSING AND PACKAGING) USDOC IS IN ACCORD WITH INCLUSION OF THIS TS AS CAMPAIGN AND WISHES TO CONFIRM USDOC WILL MOUNT PAVILION AT "ALIMENTARIA," MARCH 3-12, 1978.

12. (SECURITY AND SAFETY EQUIPMENT) USDOC IS IN ACCORD WITH INCLUSION OF THIS TARGET OF OPPORTUNITY AS CAMPAIGN AND WOULD WELCOME POST SUGGESTIONS ON HOW BEST TO FOLLOW-UP ON EXCELLENT SUCCESS OF FY 76 TM.

13. (COMPUTERS AND PERIPHERAL EQUIPMENT) USDOC IS IN ACCORD WITH INCLUSION OF THIS TI AS CAMPAIGN AND WISHES TO CONFIRM USDOC PLANS TO SUPPORT IT WITH TM/TSS DURING JANUARY 1978.

14. (CONSUMER GOODS) USDOC IS IN ACCORD WITH INCLUSION OF THIS CAMPAIGN AND HOPES TO BE ABLE TO PROPOSE SPECIAL, PILOT VTR SOLO FOR BARCELONA AND/OR MADRID DURING OCTOBER 1977. VTR PRESENTATION WOULD BE PART OF SIMULTANEOUS (12-COUNTRY) SHOWING WHICH WOULD INCLUDE HIGHLIGHTS OF A U.S. DOMESTIC EXHIBITION ON CONSUMER GOODS, E.G. HARDWARE. USDOC WOULD APPRECIATE KNOWING IF EL CORTE INGLES DEPARTMENT STORES ARE WILLING TO STAGE ISP DURING FY 78, IN CASE ADDITIONAL FUNDS WERE MADE AVAILABLE HERE.

15. (MAJOR PROJECTS) USDOC IS IN ACCORD WITH INCLUSION OF THIS CAMPAIGN AND RECOMMENDS INCORPORATION OF SUGGESTIONS PREVIOUSLY OUTLINE HEREIN.

16. (PLANT VISITS) USDOC URGES CONTINUATION OF THIS CAMPAIGN AND LOOKS FORWARD TO OUTLINE OF PLANNED ACTIVITY FOR FY 78, ALONG WITH CONTINUED RECEIPT OF INFORMATIVE TRIP ANALYSES.

UNCLASSIFIED

UNCLASSIFIED

PAGE 05 STATE 307277

17. (TARGET INDUSTRY RESEARCH) WE SUGGEST ELIMINATION OF THIS AS CAMPAIGN AND RECOMMEND PLACING THE ACTIVITY UNDER "OTHER SPECIAL POST EFFORTS."

WHILE FOREGOING COMMENTARY RELATED PRIMARILY TO PROPOSED FY 78 CAMPAIGNS, USDOC EXPRESSES ITS SUPPORT FOR CONTINUING ACTIVITY IN THE "OTHER SPECIAL POST EFFORTS" INCLUDING SUCH AREAS AS COMMERCIAL NEWSLETTER, BUSINESS SERVICES, FOREIGN BUYER PROGRAM AND VISIT USA, ALL PART OF FY 77 CCP.  
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